



## **REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA**

Tuesday, April 4, 2017 – 2:30 p.m.  
Conference Room at Roswell City Hall  
425 N. Richardson Ave.

Committee Chair: Jim Fielding  
Committee Members: Josh Ragsdale; Jill Cleveland; Kerry Moore;  
Staff Coordinator: Juanita N. Jennings

- A. Call to Order:**
- B. Roll Call:**
- C. Approval of Agenda:**
- D. Approval of Minutes:**
  - 1. Consider approval of the February 21, 2017 meeting
- E. Public Comments:**
  - 2. Public Participation on agenda items (limited to one minute per person)
- F. Regular / New Items:**
  - 3. Lodgers' Tax funding request – Arena Cross
  - 4. Lodgers' Tax funding request – Bottomless Triathlon
  - 5. Lodgers' Tax funding request – 2017 Rotary Clubs of Roswell Desert Sun Golf Classic
- G. Other Business / Non-Action Items / Information Items / Reports:**
  - 6. Discussion of Roxanne Slayton recommendation for OTB Committee
  - 7. Update of Lodgers' Tax Process (Juanita N. Jennings)
- H. Adjourn:**

Next Meeting: April 25, 2017

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 16-69.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

**Printed and Posted March 31, 2017**



# DRAFT

## MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, February 21, 2017

Regular Meeting 2:30 P.M.

**CALL TO ORDER AND WELCOME** – The regular meeting of the Occupancy Tax Board was called to order at 2:30 p.m. by Chairperson Jim Fielding.

### **ROLL CALL**

Members Present: Chairperson-Jim Fielding, Vice-Chair- Josh Ragsdale, Kerry Moore

Members Absent: Jill Cleveland

Three members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Juanita N. Jennings, Director of Public Affairs

Others Present: Rick Navarrette (Roswell Kick It 3v3 Soccer Tournament), Lisa Dunlap (Roswell Daily Record)

**APPROVAL OF AGENDA** – Mr. Ragsdale motioned to approve the agenda. Ms. Moore seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

**APPROVAL OF MINUTES** – Mr. Ragsdale motioned to approve the minutes from the January 24, 2017 Occupancy Tax Board meeting. Ms. Moore seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

**PUBLIC COMMENTS** - None

### **REGULAR ITEMS (Action Items):**

#### **3. Lodgers' Tax Request – Roswell Galacticon 2017 (June 29-July 2, 2017)**

No representative was present to present the request for \$36,150.00 (Thirty-six thousand one hundred fifty dollars). Ms. Self informed the Board that Mr. Trever was notified of the date and time of the meeting and reminded the members the application could be reviewed as written, tabled or denied. The Board discussed to review the application as written. Mr. Fielding motioned to recommend to the Finance Committee to fund the 2017 Roswell Galacticon in the amount of up to \$36,150.00 (thirty-six thousand one hundred fifty dollars) for eligible Lodgers' Tax expenses at 100% through an advance basis of funding per a contract agreement between the City of Roswell and the 2017 Roswell Galacticon. Mr. Ragsdale seconded the motion. In discussion there was questions concerning the amount which the Occupancy Tax Board budgeted and the amounts which the Finance Committee recommended and the amounts the City Council has awarded. Mr. Ragsdale made a friendly amendment to the motion to recommend \$25,000 (twenty-five thousand dollars), the amount originally allotted for this event. Mr. Fielding accepted the friendly amendment. The motion was restated by Chairperson Fielding. Ms. Self asked during the restating of the motion if the



Board wanted to include a request to move funding from the Special Events line to cover or request the Finance Committee to fund the additional (\$1,294) needed to cover the original allotted amount from the Lodgers' Tax fund balance. Members discussed that the additional should be made available from the Lodgers' Tax fund balance by Finance Committee. To restate the motion is as follows: motion to recommend to the Finance Committee to fund the 2017 Roswell Galacticon in the amount of up to \$25,000 (twenty-five thousand dollars) for eligible Lodgers' Tax expenses at 100% through and advance basis of funding per a contract agreement between the City of Roswell and the 2017 Roswell Galacticon with the difference (\$1,294) between the amount in the line item balance and the \$25,000 be funded from the Lodgers' Tax fund balance. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

**4. Lodgers' Tax Request – Roswell Kick It 3v3 Soccer Tournament (June 23-24, 2017)**

Mr. Rick Navarrette was there to present the request for \$3,462.50 (three thousand four hundred sixty-two dollars and fifty cents). Mr. Navarrette informed the Board that the event is going to adjust it's marketing to more "out of town" advertising. The event wishes to focus more in the West Texas area of Lubbock and Midland. The event is estimating at least 100 teams but believe there will be more. Ms. Moore made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$1,500.00 (one thousand five hundred dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Mr. Ragsdale seconded the motion. After restating the motion a voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, March 2, 2017 at 8:00 a.m. Ms. Self will inform 2017 Roswell Galacticon of the meeting results and the Finance Committee meeting.

**Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):**

**5. Event Status update:**

Ms. Self informed members that all of the FY 2016 events have been completed and paid out and the report shows only the FY 2017 events. There were no questions.

**6. 2<sup>nd</sup> Quarter Lodgers' Tax DFA report:**

Ms. Self informed members that the 2<sup>nd</sup> Quarter of the Lodger Tax DFA has been completed and submitted to the State. Ms. Self explained the report. There were no questions.

**ADJOURN**

Mr. Fielding asked if there was any other business,

Ms. Self requested that in light of Ms. Gerdt's resignation to please inform anyone that the position for a lodging facility person is available. The applicant will need to go online to the website [www.roswell-nm.gov](http://www.roswell-nm.gov) to download the application and submit the completed application to the City Clerk's office.

Ms. Self also informed the Board of her resignation as of March 10, 2017.

Mr. Fielding asked if there was any more business, being none Mr. Fielding requested a motion for adjournment.

Ms. Moore made the motion to adjourn and Mr. Ragsdale seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Mr. Cleveland was absent.

Mr. Fielding stated that the next scheduled meeting of the Occupancy Tax Board is March 28, 2017.

The meeting was adjourned at 2:55 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and/or the Lodgers' Tax DFA report may be requested through the City Clerk's office.



**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, March 28, 2017 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the Kicker Arenacross Show – June 10, 2017

**BACKGROUND:**

The Kicker Arenacross Show is scheduled for June 10, 2017. This is the second year for this event to request funding. The event is an off-road motorcycle race traveling series, which has competitors from states all over the southwest. This event will be the first race of the summer series. Each competitor typically stays two nights lodging and brings an average of three support people with them. There is a total of expected 3000 attendees, which will include 1000 from out-of-town. The location of the event is the Eastern New Mexico Fairgrounds outdoor arena.

**FINANCIAL CONSIDERATION:**

The requested funding is \$6,000.00.

- This item has been budgeted in FY2017 specifically for \$5,000.00.

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.





## CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT:

Kicker Arenacross Show

DATE(S) OF EVENT: June 10, 2017

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

Cycle City Promotions

DESCRIBE EVENT:

The Kicker Arenacross Show is an off-road motorcycle race series coming to Roswell, June 10, 2017. This traveling series, has competitors from states all over the southwest. Each competitor typically stays two nights lodging and brings an average of three support people with them. This is the first race in the summer series.

LOCATION OF EVENT: Eastern New Mexico Fairgrounds outdoor arena.

HOW WILL YOU ADVERTISE AND MARKET THE EVENT?

Direct Mail, Regional Tv, Regional radio, newspaper, and social media

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?

Each competitor will complete a registration form, and spectators will be randomly surveyed.

ESTIMATED TOTAL # OF ATTENDEES:

3000

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

1000

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY?

We will contact and work with local lodging providers.

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL?

50

%

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? Yes

EVENT WEBSITE (if applicable): [www.cyclecitypromotions.com](http://www.cyclecitypromotions.com)

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

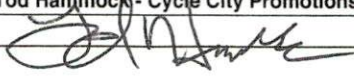
AMOUNT REQUESTED \$ 6000.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUMBIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Tod Hammock - Cycle City Promotions

SIGNATURE OF APPLICANT: 

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP:

P.O. Box 52448, Tulsa, Okla. 74152

PHONE: 918-629-9930

CELL: 918-629-9930

E-MAIL: [todhammock@gmail.com](mailto:todhammock@gmail.com)

DATE SUBMITTED:

90 DAYS? Y / N

TO BE PRESENTED AT MEETING ON:

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE **PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES** OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016

NAME OF EVENT: <b>Kicker Arenacross Show</b>
DATE(S) OF EVENT: <b>June 10, 2017</b>
NAME OF ORGANIZATION: <b>Cycle City Promotions</b>

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT –OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	300.00		300.00	0
MAGAZINE			0.00	
RADIO	2,500.00	2,500.00	5,000.00	50
TELEVISION		5,000.00	5,000.00	100
INTERNET		200.00	200.00	100
PRINTING (brochures, posters, cards)		1,000.00	1,000.00	100
MAILING		400.00	400.00	100
T-SHIRTS (or other marketing items)	1,500.00		1,500.00	0
SECURITY	1,200.00		1,200.00	0
CLEAN UP (Sanitation)	500.00		500.00	0
OTHER:			0.00	
SUB TOTALS	6,000.00	9,100.00	15,100.00	

TOTAL ELIGIBLE EXPENSES: \$ 15,100.00 (50% = \$ 7,550.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*





& desert sun  
auto group  
**RAM**



# KICKER®

## ARENACROSS Series

& MUD BOG AT THE  
EASTERN NEW MEXICO  
**FAIRGROUNDS**  
**ROSWELL - NM**

2500 SE MAIN ST. ROSWELL, NM 88203

**PROFESSIONAL & AMATUER RACING**  
**DOORS OPEN @ 6PM • SHOW STARTS @ 7PM**

**\$10** **ADVANCE**  
**TICKETS**  
**AVAILABLE AT**  
AT THE DOOR, ADULTS \$15, CHILDREN \$10

**O'Reilly**  
AUTO PARTS

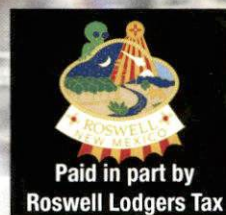
**JUNE 3<sup>rd</sup> & 4<sup>th</sup>**



**4RIVERS**  
EQUIPMENT



**Snap-on**



Paid in part by  
Roswell Lodgers Tax





**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, March 28, 2017 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the 2017 Bottomless Triathlon – July 8, 2017

**BACKGROUND:**

The 2017 Bottomless Triathlon is scheduled for July 8, 2017. The event has been funded since at least 2004. This event is one of the oldest races in New Mexico, with 2017 being the 34<sup>th</sup> year held. The Triathlon consists of swimming, bicycling and running. The total expected 300 attendees, which include 200 from out-of-town. The location of the event is Bottomless Lakes State Park.

**FINANCIAL CONSIDERATION:**

The requested funding is \$2,000.00.

- This item has been budgeted for FY 2017

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT:	2017 BOTTOMLESS TRIATHLON	
DATE(S) OF EVENT:	JULY 8, 2017	(application required 90 days prior to event)
NAME OF ORGANIZATION APPLYING FOR FUNDING:	BOTTOMLESS TRIATHLON	

DESCRIBE EVENT:	ONE OF THE OLDEST RACES IN NEW MEXICO, 2017 BEING THE 34th YEAR.		
	A "SPRINT" TRIATHLON CONSISTING OF SWIMMING, BICYCLING AND RUNNING.		
	A GREAT VENUE, PROFESSIONALLY TIMED EVENT WITH THE LOWEST ENTRY FEES.		
	FREE TO YOUTH UNDER THE AGE OF 18. BOTH INDIVIDUAL AND RELAY DIVISIONS		
LOCATION OF EVENT:	BOTTOMLESS LAKES STATE PARK - NEW MEXICO'S 1ST STATE PARK		
HOW WILL YOU ADVERTISE AND MARKET THE EVENT?	PRINTED FLYERS DISTRIBUTED TO EARLIER EVENTS, SOCIAL MEDIA, T-SHIRTS, AND ONLINE REGISTRATION & RESULTS		
HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?	ONLINE REGISTRATION and PARTICIPANT SURVEY		
ESTIMATED TOTAL # OF ATTENDEES:	300	EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:	200
HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY?	YES		
	Our new Host Hotel is LaQuinta Inn & Suites		
WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL?	MOST %		
WILL YOU HAVE A WEBSITE FOR YOUR EVENT?	YES: facebook, registration page, "chip" timing results page		
EVENT WEBSITE (if applicable):	facebook.com/BottomlessTriathlon/		

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

**REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)**

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

**PAID receipts for eligible expenses must be turned in for reimbursement.**

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 2,000.00

**IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.**

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST:	PERRY TOLES, JAN OLESINSKI and/or MARK GREEN		
SIGNATURE OF APPLICANT:	<i>[Signature]</i>		
(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP:	BOTTOMLESS TRIATHLON		
	c/o 400 N. PENNSYLVANIA AVE - STE 950	ROSWELL, NM 88201	
PHONE: 575 622 5863	CELL: 575 626 3196	E-MAIL: BOTTOMLESSTRI@GMAIL.COM	
DATE SUBMITTED:	90 DAYS? Y / N	TO BE PRESENTED AT MEETING ON:	

- ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.
- PLEASE **PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES** OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES
- MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT: 2017 BOTTOMLESS TRIATHLON
DATE(S) OF EVENT: JULY 8, 2017
NAME OF ORGANIZATION: BOTTOMLESS TRIATHLON

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT-OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER			0.00	
MAGAZINE			0.00	
RADIO			0.00	
TELEVISION			0.00	
INTERNET		250.00	250.00	99
PRINTING (brochures, posters, cards)	50.00	200.00	250.00	80
MAILING			0.00	
T-SHIRTS (or other marketing items)	500.00	1,000.00	1,500.00	66
SECURITY			0.00	
CLEAN UP (Sanitation)			0.00	
OTHER: "CHIP TIMING" ONLINE RESULTS		2,000.00	2,000.00	100
SUB TOTALS	550.00	3,450.00	4,000.00	

TOTAL ELIGIBLE EXPENSES: \$ 4,000.00 (50% = \$ 2,000.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*
Parks and Recreation	Traffic cones			

Budget

# BOTTOMLESS TRIATHLON

	2014	2015	2016	2017 Budget
Entries	142	127	120	
Fees	\$6,570.00	\$5,835.00	\$5,970.00	
Credit Card Fees	-\$243.96	-\$216.96	\$0.00	
**in 2016, we let the participants pay for the online fees				
NMSO Fees	-\$142.00	-\$127.00	\$8.40	
Sales Tax on NMSO Fees	-\$9.94	-\$8.89	-\$8.40	
<b>Net Amount</b>	\$6,174.10	\$5,482.15	\$5,970.00	
<b>EXPENSES</b>				
Print Ads			\$342.00	
facebook promote			\$100.00	\$100.00
T-shirts & Awards			\$2,377.00	\$2,377.00
Online Timing Results			\$1,960.00	\$1,960.00
Print Brochures			\$375.00	\$375.00
BLSP			\$300.00	\$300.00
EMT			\$200.00	\$200.00
Life Guards, Ice, misc, etc			\$550.00	\$550.00
Age Group	121	112	92	
Clydesdale	5	6	9	
Athena	4	1	6	
Relay	12	8	13	
Small	49	29	21	
Medium	60	47	55	
Large	44	40	43	
XL	31	23	22	
XXL	6	4	5	



**WELCOME TO THE**  
**2017 Bottomless Triathlon**  
*We are celebrating our 34<sup>th</sup> year!*

**Please complete this SURVEY and EXCHANGE it for your RACE NUMBER AND SHIRT**

**What city/town do you live in:** \_\_\_\_\_

**If you live outside of Roswell:**

- a) How many people  
are traveling with you? \_\_\_\_\_
- b) How many nights are you staying this trip?  
\_\_\_\_\_
- c) Where are you staying?  
(e.g., hotel, camping, family) \_\_\_\_\_



**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, April 4, 2017 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the 2017 Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship in the amount of \$4,100.00 (four thousand one hundred dollars).

**BACKGROUND:**

The Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship is scheduled for July 21st-23, 2017. The event was funded from 2010 – 2012 and was funded again in 2015-2016. This event is a two day, 36 hole Pro-Am Golf Tournament with a one day Amateur Shootout. Proceeds are donated to local charities. The total expected 160 attendees will include an estimated 60 plus attendees from out-of-town. The location of the event is the Nancy Lopez Golf Course at Spring River.

**FINANCIAL CONSIDERATION:**

The requested funding is \$4,100.00

- This item has been budgeted for FY 2017

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.





## CITY OF ROSWELL –SPECIAL EVENT LODGERS' TAX FUNDS – APPLICATION

NAME OF EVENT:

2017 Rotary Clubs of Roswell Desert Sun Golf Classic

DATE(S) OF EVENT: July 21st - July 23rd 2017

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

Roswell Rotary Club, Pecos Valley Rotary Club, and Sunrise Rotary Club.

DESCRIBE EVENT: Two day, 36 hole Pro-Am Golf Tournament with a half day Amateur Shootout. The tournament donates the proceeds to local charities solicited and picked by the golf committee. In 27 years the tournament has donated more than \$700K to local charities.

Last years beneficiaries were Community Kitchen, Wings for Life, Assistance League, Gallery of Roswell, and Gus Winter Foundation.

Note: Only PGA tournament event in NM!

LOCATION OF EVENT: Nancy Lopez Golf Course at Spring River

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? Radio, TV, Print, Website, Direct Mail, Posters, and signage at Nancy Lopez and surrounding area golf courses primarily in SE New Mexico, Arizona, and Texas.

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Registration of Entries.

ESTIMATED TOTAL # OF ATTENDEES:

160

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

60+

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? The golf committee will choose a local lodging facility in Roswell which provides the best room rates for out of town entrants.

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 44 %

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? Yes

EVENT WEBSITE (if applicable): [www.desertsungolfclassic.com](http://www.desertsungolfclassic.com)

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

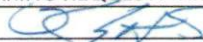
AMOUNT REQUESTED \$ 4100.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Rick Spragins Golf Committee Chair

SIGNATURE OF APPLICANT: 

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: C/O Karen Rogers Melton, CPA

PO Box 1836

Roswell, NM

88202-1836

PHONE: 575-622-8500

CELL:

E-MAIL:

DATE SUBMITTED:

90 DAYS? Y / N

TO BE PRESENTED AT MEETING ON:

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT: 2017 Rotary Clubs of Roswell Desert Sun Golf Classic
DATE(S) OF EVENT: July 21st - July 23rd 2017
NAME OF ORGANIZATION: Roswell Rotary Club, Pecos Valley Rotary Club, and Sunrise Rotary Club.

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT -OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	600.00	400.00	1,000.00	40
MAGAZINE			0.00	
RADIO	720.00	480.00	1,200.00	40
TELEVISION			0.00	
INTERNET	600.00	600.00	1,200.00	50
PRINTING (brochures, posters, cards)	2,700.00	1,800.00	4,500.00	40
MAILING	150.00	150.00	300.00	50
T-SHIRTS (or other marketing items)			0.00	
SECURITY			0.00	
CLEAN UP (Sanitation)			0.00	
OTHER:			0.00	
SUB TOTALS	4,770.00	3,430.00	8,200.00	

TOTAL ELIGIBLE EXPENSES: \$ 8,200.00 (50% = \$ 4,100.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*